MERIT BOX

NATIONAL MEDIA PLAN RECOMMENDATION

	Cost/Page	# Pgs.	$ Total
Magazines (PG/4C)*			
Weeklies	$392,105	6	$2,352,630
Bi-Weekly	17,098	3	51,294
Men's	520,144	3	1,560,432
Women's	569,387	3	1,708,161
Special Interest	322,321	3	966,963
Regional/Local	22,750	3	68,250
Total			$6,707,730
Supplements (PG/4C)			
Parade	$210,705	3	$ 632,115
Family Weekly	109,936	3	329,808
Sun. Metro/Indep	242,189	3	726,567
Total			$1,688,490
ROP - National (PG/4C)			
National Enquirer	$34,584	5	$ 172,920
Star	29,150	5	145,750
Sporting News	13,598	5	67,990
A/N/AF Times	7,717	5	38,585
Rolling Stone	20,790	5	103,950
USA Today	28,459	5	142,295
Total			$ 671,490
ROP - Daily (PG/BW)			
AB Key 30 (Incl. USSPI Dailies)	$ 845,553	5	$ 4,227,765
ABC Key 30 (Less USSPI Dailies)/ USSPI Key 18	1,299,712	5	6,498,560
Total			$10,726,325
Total Print			$19,794,035
Outdoor			
85's Pool (30 Sheet)	$1,514,100	2 mos.	$3,028,200
Total Media			$22,822,235

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Source: https://www.industrydocuments.ucsf.edu/docs/fzvn0004